

FIG.1

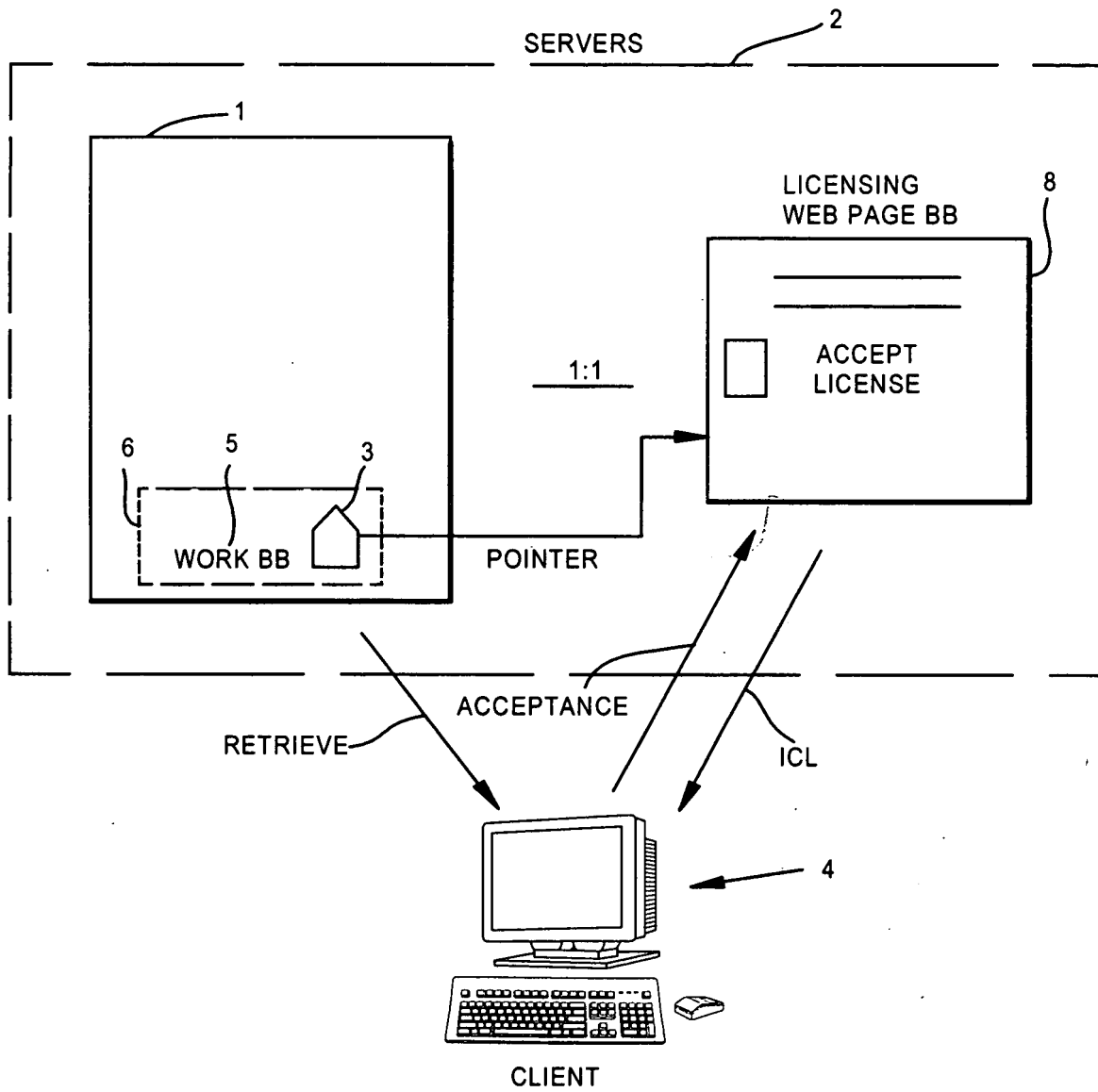


FIG.2

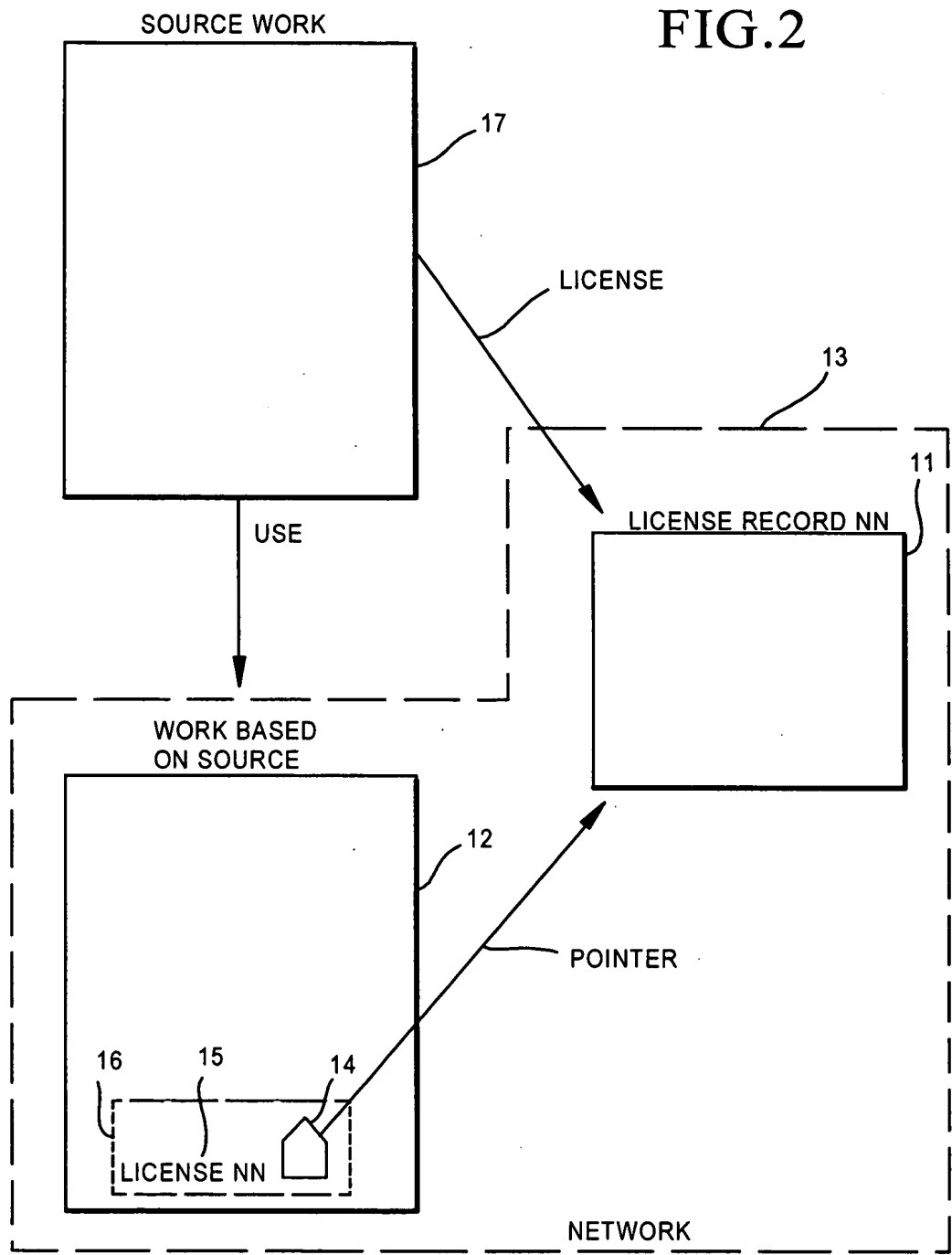
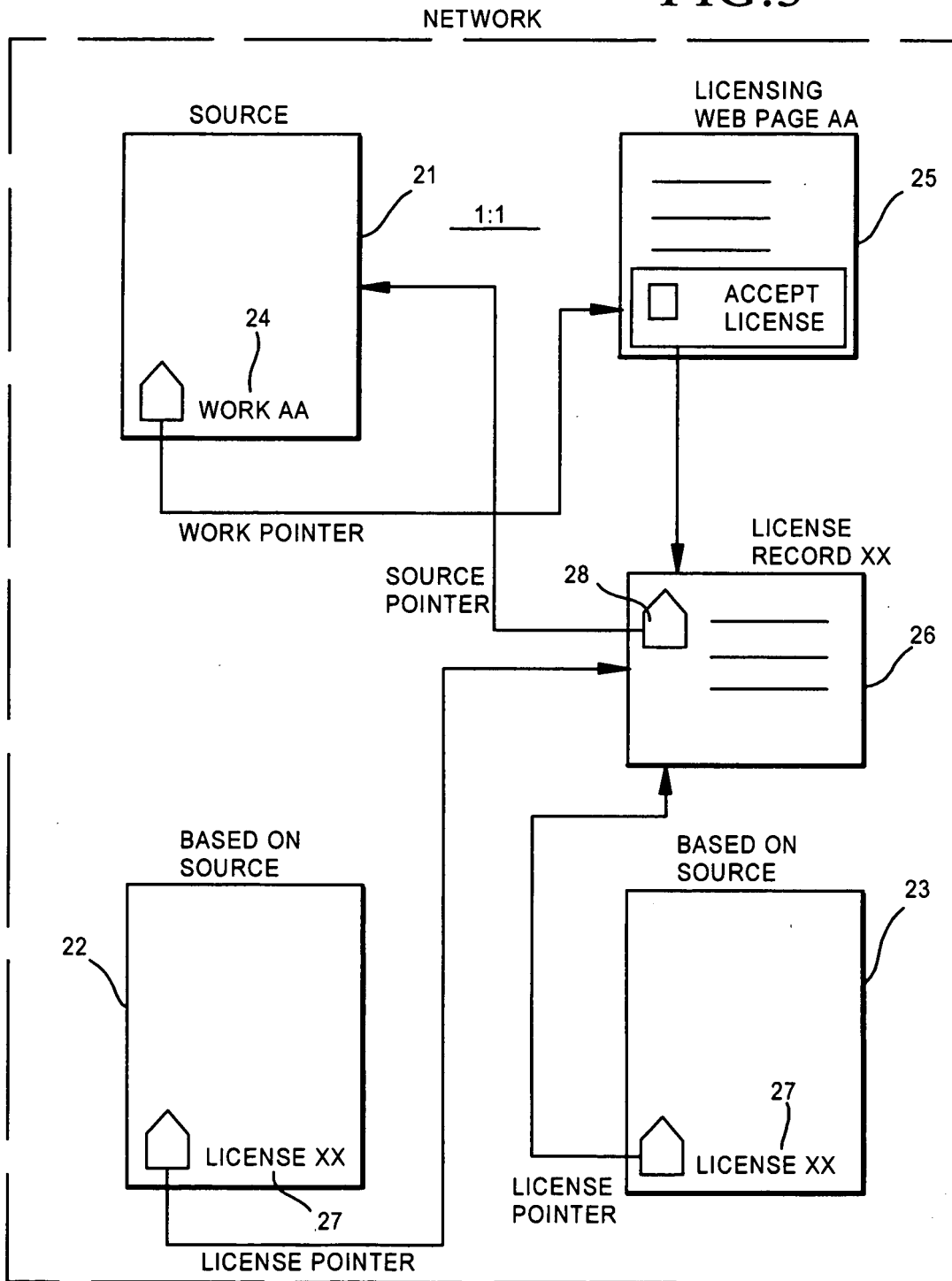


FIG.3



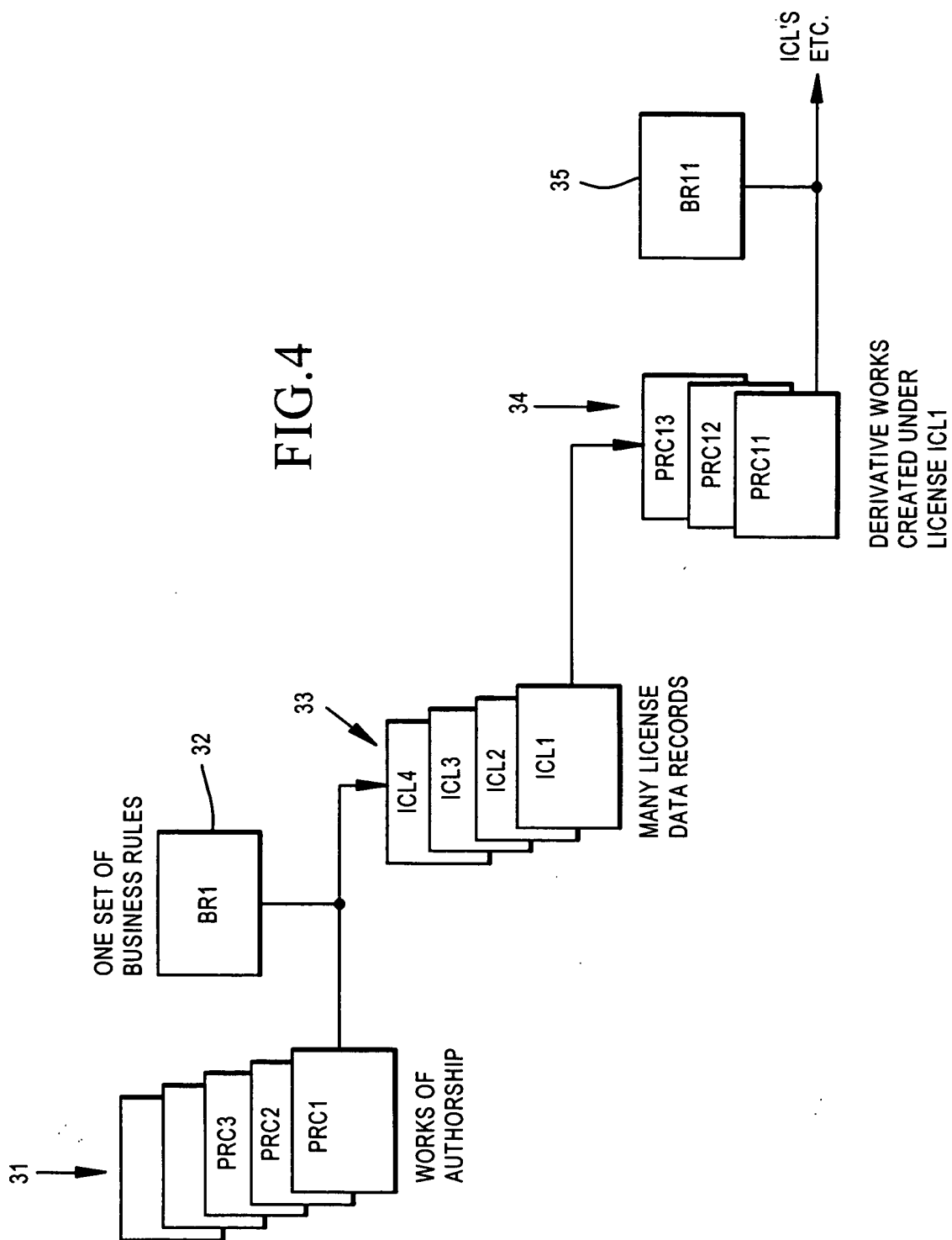


FIG.5

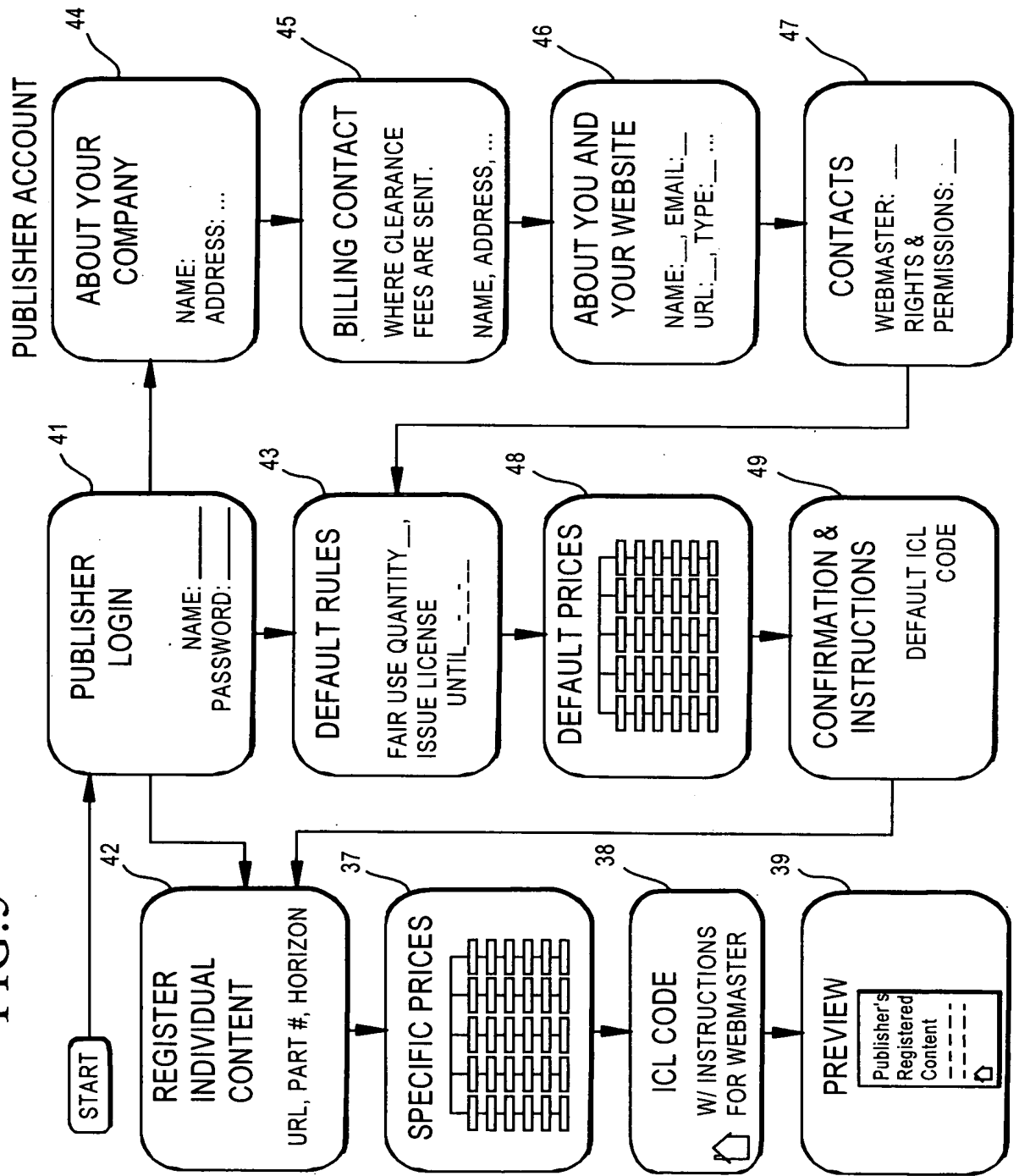


FIG. 6

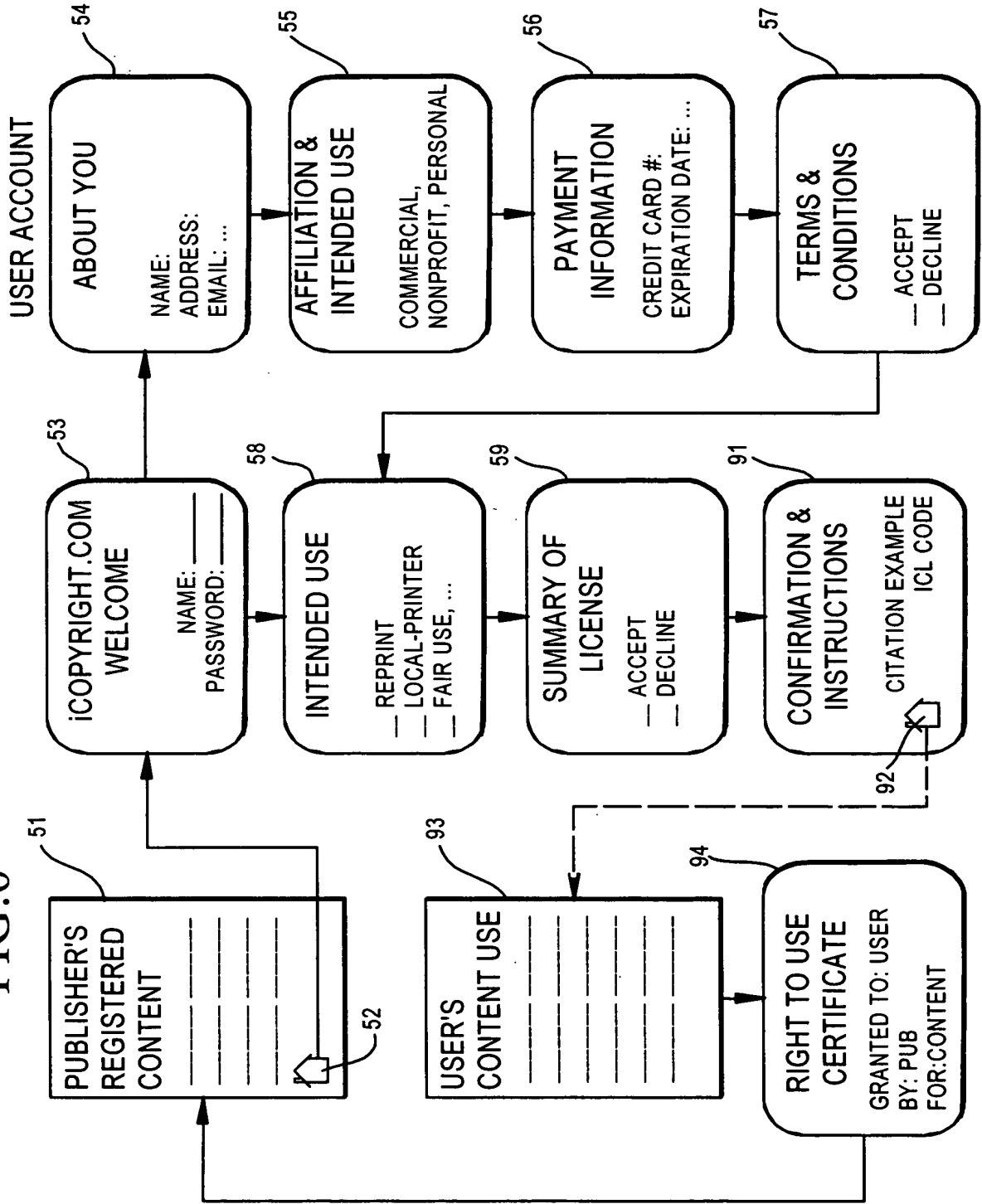


FIG. 7

The screenshot shows a web browser window with a title bar containing standard OS controls. The website layout includes a top navigation bar with a home icon and the text "iCOPYRIGHT.COM". Below this is a secondary navigation bar with links: HOME, SERVICES, ACCOUNT, SEARCH, SUPPORT, ABOUT, and HELP. A search bar with a magnifying glass icon is located to the right of the HELP link. The main content area is divided into three sections: "CONTENT: 'WHAT'S IN A NAME ? BRANDING YOUR COMPANY PRODUCT, OR SERVICES.'", "OWNER: © 1998 MICHAEL O'DONNELL", and "PUBLISHER: STARTUPBIZ.COM". To the right of the content is a "LIST OF AVAILABLE CLEARANCES" section with a dropdown menu showing "COMMERCIAL", "NON-PROFIT", "ACADEMIC", "GOVERNMENT", and "PERSONAL". A "GO" button is next to the dropdown. Below the dropdown is a "REVIEW TERMS OF USE" section with a "SELECT" button and a "GO" button. To the right of the "REVIEW TERMS OF USE" section is a "SELECT" button and a "GO" button. A "GO" button is also located at the bottom right of the page. A "GO" button is located at the bottom right of the page.

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iCOPYRIGHT.COM

HOME SERVICES ACCOUNT

SEARCH SUPPORT ABOUT HELP

CONTENT: "WHAT'S IN A NAME ? BRANDING YOUR COMPANY PRODUCT, OR SERVICES."

OWNER: © 1998 MICHAEL O'DONNELL

PUBLISHER: STARTUPBIZ.COM

LIST OF AVAILABLE CLEARANCES

SELECT

SELECT

COMMERCIAL

NON-PROFIT

ACADEMIC

GOVERNMENT

PERSONAL

GO

REVIEW TERMS OF USE

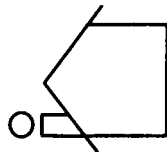
SELECT

GO

SELECT

GO

GO



iCOPYRIGHT.COM

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You have selected the following copyrighted material:

"What's In A Name ? Branding Your Company, Product, or Service"

Immediate Clearance Available

- ☐ Clearance to print multiple copies on a Local Printer or Copy Machine.
- ☐ Order Professional Reprints from a high-quality printer.
- ☐ Clearance to E-mail the contents to others.
- ☐ Clearance to Re-Use the copyrighted material in a print publication, a web site, or in other media.
- ☐ Other request or inquiry about this copyrighted material.
- ☒ Permission to quote the material under Fair use Guidelines.

Copy and paste the exact citation into the box below.

One of the most important business decisions you will ever make is what to name your company, its products and services. Studies show that as much as 75% of all consumer purchases are made because of a name, or more specifically, a brand. A successful brand can fetch a 20% to 30% premium in the marketplace. It can

Word count 101

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111

Submit Clearance Request

FIG.8



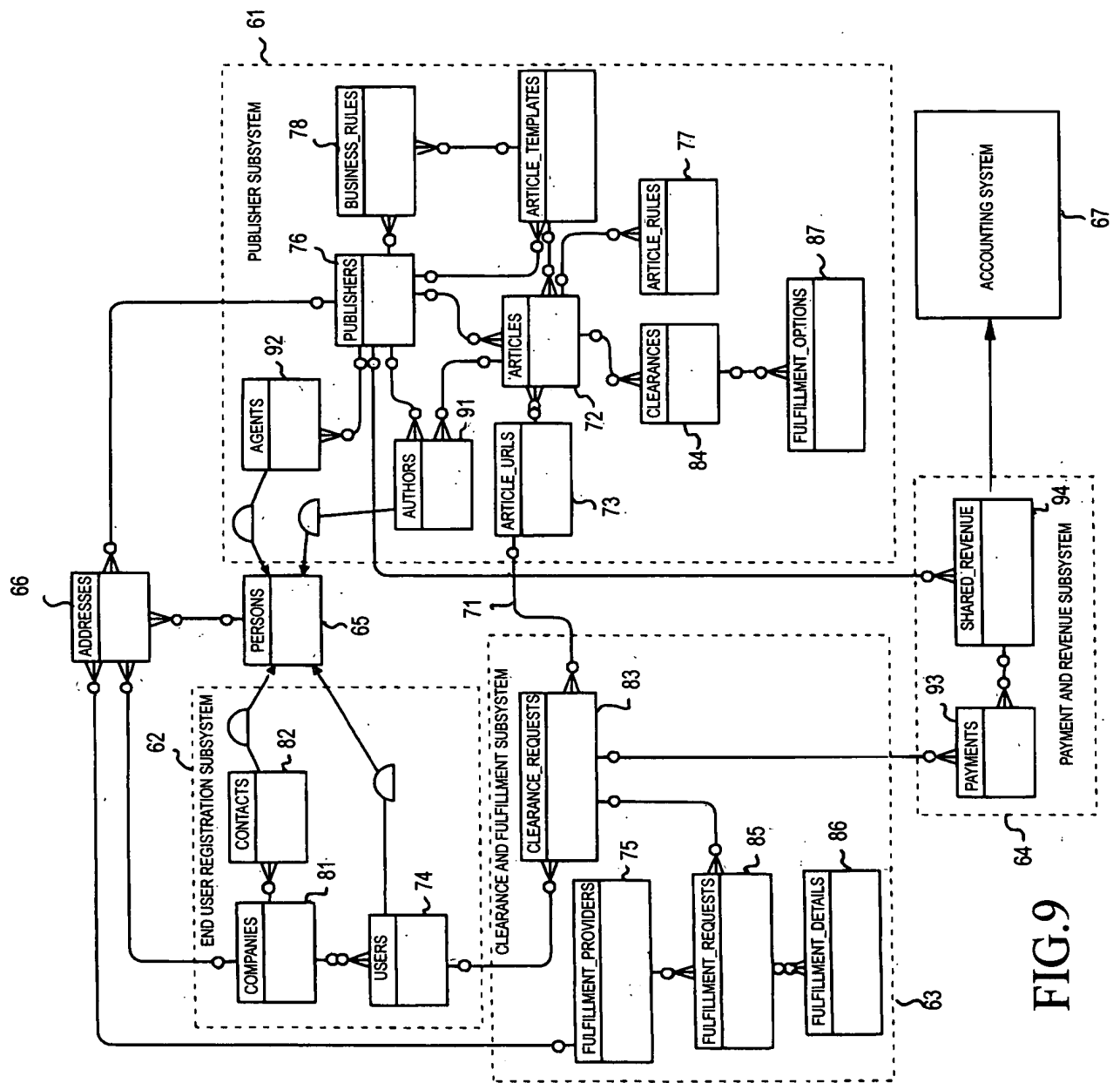


FIG. 9